

SRINIVASA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to Andhra University & Approved by AICTE, Govt. of India)

HANDBOOK



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COLLEGE COMMITTEE

Governing Body



Sri S.H. Krishna Rao
Chairman



Sri A.S.N. Prasad
Vice Chairman



Dr. S. P. Ravindra
Correspondent



S. V. H. Rajendra
Member



Dr. S. Vijaya. Ravindra
Member



Dr. V. Sai Prasanth
Principal



Prof Nallu Ramanaiah
AU Representative



Sri K.V. Ramana
Member, State Govt. Nominee



Sri. M. Surya Teja
Member



Smt. S.I. Deepika Das
Member



Dr. U. Lawrence
Member

OUR COLLEGE



SIMS, affiliated to Andhra University and Approved by AICTE, Govt. of India, was established and promoted by Sri Late Alwar Das, former Education Minister of A.P. in 1995 with a vision to produce the best managers and software professionals to the country through effective Professors from the Academic and Industrial background.

SIMS focuses on the study and practice of business management which offer Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) programs in business, finance, economics, accounting, and Computer Applications providing a Master of computer applications (MCA) program.

SIMS provides students with a wide range of industry-oriented courses and the opportunity to apply their knowledge and skills to real-world situations. Students are encouraged to participate in various activities such as internships, projects seminars, workshops, competitions and guest lectures to enhance their knowledge and skills.

Spacious and sound Infrastructure which was spread across 12 acres of land with Wi-Fi enabled structured Class Rooms, Seminar Halls, audio-visual equipped Computer Labs, well equipped library with over thousands of books, magazines and journals, Board Rooms and Amphitheatre for conducting Intra-College and Inter-College Management Events. College offers a yoga and gym center recognizing that sports have become an integral part of student life for promoting physical and mental health in order encourage students to engage in camps life and to build strong relationships and team work, campus includes Outdoor sports like Cricket, Volley Ball, Badminton and Throw Ball and Indoor games like Table Tennis, Chess, Snookers and Carroms etc.

The college provides regular industrial visits and expert talks by professionals and business people to the students, so that they can have a better understanding of the corporate environment. The college also has a placement cell that provides students with the necessary resources for job search and career guidance by helping them getting placed in the best companies and organize various competitions and workshops to help them hone their skills. The institute boasts a strong alumni network and vibrant student community.

VISION & MISSION



VISION

To be a leader in inspiring students to reach their highest potential through innovative and impactful learning.



MISSION

To equip and empower individuals to lead lives of purpose and meaning.

OUR CORE VALUES

INTEGRITY

We are committed to the highest standards of ethical behaviour, honesty and respect for the dignity of all individuals.

EXCELLENCE

We aim for excellence in everything we do, from students learning and the quality of our teaching and research to the services we offer and how we utilize our resources.

COMMUNITY

We strive to build a vibrant, engaged and connected community that fosters open dialogue and collaboration.

SUSTAINABILITY

We strive to create a sustainable future through responsible management of resources, innovative approaches and meaningful partnerships.

QUALITY EDUCATION

Provide high-quality, value-added management education for the diverse population of India and abroad.

KNOWLEDGE ADVANCEMENT

Advance the knowledge and practice of management through scholarly activities.

RESEARCH PUBLICATIONS

Lead cutting-edge research on international business issues.

CAREERS FOR GRADUATES

Enhance quality employment possibilities for graduates through strong ties with organizational recruiters.

All our DREAMS can come TRUE, If we have the
COURAGE to PURSUE THEM.

GOALS

Academic Excellence:

- Deliver high-quality education through a well-structured curriculum that aligns with industry standards.
- Foster critical thinking, problem-solving, and analytical skills among students.

Professional Development:

- Equip students with technical and managerial skills to excel in competitive industries.
- Offer specialized training programs, workshops, and certifications in emerging technologies and management trends.

Leadership and Innovation:

- Nurture future leaders capable of driving innovation in the corporate and technological world.
- Encourage entrepreneurial thinking and support startup initiatives.

Social Responsibility:

- Promote ethical practices and social responsibility through community engagement and outreach programs.
- Instill values of sustainability and inclusivity.

Global Competence:

- Prepare students to work in a globalized environment with cross-cultural competencies.
- Collaborate with international institutions for student exchange programs and research initiatives.

OBJECTIVES

For Students :

- Provide a conducive learning environment that supports intellectual growth and creativity.
- Facilitate internships, live projects, and industrial visits for hands-on experience.
- Ensure career readiness through placement training and career counseling.

For Faculty Development:

- Conduct regular faculty development programs (FDPs) to enhance teaching methodologies.
- Encourage research, publications, and participation in national and international conferences.

For Industry Collaboration:

- Establish partnerships with corporates and tech giants to bridge the gap between academia and industry.
- Organize guest lectures, webinars, and mentoring sessions with industry leaders.

For Infrastructure:

- Maintain state-of-the-art labs, libraries, and learning facilities equipped with modern technologies.
- Ensure a digital-first approach with e-learning platforms and virtual classrooms.

For Continuous Improvement:

- Conduct regular feedback sessions from students, faculty, and industry stakeholders to refine curricula and policies.
- Adapt to technological advancements and market needs through periodic curriculum revisions.

PROGRAMMES OFFERED 2024-25

The college offers the following courses for the Academic Year 2024-2025

Single Major Honours Programme

**BBA Honours : Bachelor of
Business Administration**

Post Graduation Programmes

MBA : Master Of Business Administration

MCA : Master of Computer Applications

TEACHING STAFF

MBA FACULTY

S.No	Employee Name	Designation	Qualification
1	Dr. V. Sai Prasanth	Principal	PGDBM MBA PhD
2	Dr. M V Murali Krishna	Associate Professor	MBA,Ph.D
3	Dr. T Phanidhra Kumar	Associate Professor	MBA,Ph.D
4	Ms. Swathi	Assistant Professor	MBA
5	Mr. G V Mohan Krishna	Assistant Professor	MBA
6	Ms. B. Jaya Lakshmi Durga	Assistant Professor	MBA
7	Mr. U V Chandra Sekhar	Assistant Professor	MBA
8	Mr. G. Sudhakar	Assistant Professor	MBA M.Com
9	Mr. M.V. Karthik	Assistant Professor	MBA
10	Ms. Srujana Vallabhaneni	Assistant Professor	MBA M.Tech
11	Dr. Kona Yashoda	Associate Professor	MBA PhD
12	Ms. S P M Divya Das	Assistant Professor	MBA

MCA FACULTY

S.No	Employee Name	Designation	Qualification
1	Mrs. G. Vijaya	Assistant Professor	MCA
2	Mr. P P S Praveen	Assistant Professor	MCA
3	Mr. M. Siva Ganesh	Assistant Professor	MCA
4	Mr. G Kiran Kumar	Assistant Professor	Msc
5	Mr. Ratna Reddy	Assistant Professor	MCA
6	Ms. D Haritha Pryia	Assistant Professor	Msc

BBA FACULTY

S.No	Employee Name	Designation	Qualification
1	Ms. A. Pavani	Assistant Professor	MBA
2	Mr N Sai Kumar	Assistant Professor	MBA
3	Ms. V Gowthami	Assistant Professor	MBA
4	Ms K Alekhya	Assistant Professor	MBA
5	Dr. D. Uma Sundari	Assistant Professor	MBA PhD
6	Ms K Moulika	Assistant Professor	MBA
7	Mrs. K. Rajini Priya	Assistant Professor	M.Com MBA
8	Mr M Srinivas Rao	Assistant Professor	MA Sankranti
9	Ms K Santhamani	Assistant Professor	MA Hindi
10	Ms P Sangeetha Madhuri	Assistant Professor	MA English

NON-TEACHING STAFF

S.No	Employee Name	Designation
1	Y. Rajesh	Office Admin
2	K. Srinivas	Lab Technician
3	K.S.S. Rama Krishna	Sr. Accountant
4	N.Girisha	Front Office
5	P.V.R. Murthy	Examination Cell In-charge
6	Sai Mahendra Patro	Librarian
7	K. Meenakshi	Examination Cell Asst.

COLLEGE ADMISSION PROCEDURE

As per the G.O.MS.No.34 Higher Education Department, Dated: 15.10.2020, the college is following Online Admission Process for admission into both Undergraduate and Postgraduate Courses conducted by the Government of Andhra Pradesh for the Academic Year 2024-25.

EXAMINATIONS

Evaluation:

The college follows an evaluation system based on Continuous Internal Assessment (CIA) and Semester-End Examination (SEE).

UG PROGRAMMES (30 : 70)

CONTINUOUS INTERNAL ASSESSMENT (CIA) (30 Marks):

- Internal Marks
 - a) Mid examinations - 20 Marks
 - b) Student Performance - 10 Marks
- Minimum attendance to attend the Exam is 75%.
Less than 75% of attendance Condonation is charged.
- Pass percentage of CIA is 40%.

SEMESTER END EXAMINATIONS (70 MARKS):

- Students should get 40% marks in each course in order to pass the semester-end examinations.

GRADE POINTS DIVISION (LETTER GRADE)

S.No	Range of Marks (SEE+CIA)	Absolute Grade Points	Grade	Performance
1	90-100	10.0	O	Excellent
2	80-89	9.0	A+	Very Good
3	70-79	8.0	A	Good
4	60-69	7.0	B+	Above Average
5	50-59	6.0	B	Average
6	40-49	5.0	C	PASS
7	Below 40	4.0	D	FAIL
8	Absent	0	AB	Absent

PG PROGRAMMES (30 : 70)

CONTINUOUS INTERNAL ASSESSMENT (CIA) (30 Marks):

- Internal Marks

a) Mid examinations - 20 Marks

b) Student Performance - 10 Marks

Minimum attendance to attend the Exam is 75%.

Less than 75% of attendance Condonation is charged.

Pass percentage of CIA is 40%.

SEMESTER END EXAMINATIONS (70 MARKS):

- Students should get 40% marks in each course in order to pass the semester-end examinations.

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1	90-100	10.0	O	Excellent
2	80-89	9.0	A+	Very Good
3	70-79	8.0	A	Good
4	60-69	7.0	B+	Above Average
5	50-59	6.0	B	Average
6	40-49	5.0	C	PASS
7	Below 40	4.0	D	FAIL
8	Absent	0	AB	Absent

STUDENT CODE OF CONDUCT

STUDENTS DISCIPLINE

Students should wear their identity cards compulsorily. Its violation is subject to disciplinary action. Cell phones are strictly prohibited in the college. Eve teasing and ragging are forbidden in the college. It is against the principles of the college to sit or stand as a group/individual or loiter in the campus during college working hours.

RAGGING :

- Anyone found indulging in ragging in any form within or outside the campus shall be instantly expelled from the KBN College Campus.
- An Anti-Ragging Committee has been constituted, and all anti-ragging measures have been taken as per UGC norms.

STUDENTS ATTENDANCE

- 80% attendance in theory classes and 90% in practical classes is required for a student to write the semester-end examinations. Students may be allowed to write the examinations by paying requisite condonation fees when attendance percentage is less than 80% and more than or equal to 75%.

ABSENCE FROM THE GUEST LECTURES, WORKSHOPS, AND SEMINARS

- Attendance for Guest Lectures, Workshops, and Seminars is compulsory.
- Students are required to entirely follow the uniform code recommended, and wearing identity cards is mandatory.
- Students ought to be timely in participation and must be in his/her seat at the initiation of seminars and workshops.
- Students are required to maintain decorum in the institution and interact meaningfully with the faculty.

STUDENTS IDENTITY CARD

- Every student will be provided with an identity card which he/she must possess at all times in the college.
- Whenever he/she approaches the office departments on academic or administrative matters, he/she must produce his/her identity card.
- No request will be entertained without the production of the identity card.

COMMUNICATION TO STUDENTS

- Any changes affecting the students or class schedule will be communicated to the students via the notice boards or other modes of communication.
- It is the responsibility of the students to keep themselves abreast of any changes or information about their schedules and adhere to the same with these notifications from time to time, irrespective of whether they are attending or not attending sessions.

STUDENTS LIBRARY RULES

- The library and reading room remain open from 9:00 a.m. to 02:30 p.m.
- Internet facility is available from 9:00 a.m. to 02:30 p.m.
- Reprographic facility from 9:00 AM to 6:00 PM.
- Issue of new borrower cards from 10:00 AM to 10:30 AM.
- Issue of books and return of books: 10:00 AM to 10:30 AM; 1:10 PM to 1:40 PM; 3:10 PM to 3:30 PM; 6:10 PM to 6:30 PM
-

- The moment a student enters the library, he/she should put his/her signature in the visitor's register.
- Students have to maintain silence in the library and in the reading room.
- Students should not cause any sort of damage to the library property and equipment. If any student causes damage, he/she shall pay proper compensation for it.
- If any student behaves contrary to the rules and regulations of the library, he/she will lose his/her right to enter the library and cannot access any facility from the library.
- Every student may borrow two books at a time from the library and may keep them for two weeks. He/she should not give borrowed books to others.
- He/she should not spoil the books by drawing lines. When the student borrows books from the library, he/she should check whether the book is in good condition or not. The borrower is responsible for damaged or spoiled books.
- When a student returns the library books, he/she is expected to verify that the return of the books is recorded in his/her library card.
- Reference, rare books, and magazines will not be issued for home use.
- Books should be returned on or before the date mentioned on the borrower card. If library books are not returned on or before the due date, a fine will be levied.
- Students should use their own library card and ID card. The students should not lend their library card and ID card to others. Re-issue of a duplicate library card is made at a price of Rs. 100/- in case of loss or damage.

PLACEMENT CELL OVERVIEW

The Placement Cell at SIMS plays a pivotal role in bridging the gap between the academic world and the corporate sector. Our dedicated team works tirelessly to prepare students for the competitive job market. We are committed to providing comprehensive career guidance, skill development workshops, and personalized mentorship to enhance students employability and align their potential with industry expectations.

Our cell at SIMS not only focuses on traditional recruitment methods but also emphasizes the importance of networking, internships, and experiential learning. We invite various industry leaders to share their insights through guest lectures and seminars, equipping students with the knowledge and skills vital for their professional journey.

PLACEMENT CELL ACTIVITIES

Industry Collaboration

The Placement Cell actively engages with industry leaders to build strong relationships, bringing recruiters from diverse sectors to the campus. This collaboration results in internships, live projects, and full-time job opportunities for students.

Pre-Placement Training & Development

To ensure students are well-prepared for recruitment processes, the Placement Cell organizes a variety of training programs, including:

- **Technical Skills Enhancement:** Sessions on specific technical skills and certifications aligned with industry requirements.
- **Soft Skills Training:** Communication, group discussions, personal interviews, leadership, and teamwork skills are enhanced through workshops and seminars.
- **Resume Building & Mock Interviews:** Students are guided through resume writing and participate in mock interviews to gain confidence and receive constructive feedback.

Career Counseling

Individual career counseling is provided by experienced professionals who help students identify their strengths, career interests, and goals. This personalized guidance is crucial in aligning students' aspirations with available opportunities.

Internship Assistance

The Placement Cell facilitates summer internships that provide students with hands-on experience in the industry. Internships are a vital part of their education, allowing them to apply theoretical knowledge to real-world scenarios and gain insight into their chosen career paths.

Placement Drives

The Placement Cell conducts both **on-campus** and **off-campus** recruitment drives. These drives attract recruiters from various industries, including IT, finance, consulting, manufacturing, FMCG, and more. The cell also supports students in attending pooled campus drives and job fairs at regional and national levels.

Alumni Network

SIMS maintains a strong alumni network that plays an essential role in the placement process. Alumni often share their industry experiences, mentor students, and help in organizing placements through their organizations. Regular alumni interaction sessions and guest lectures further enrich the students' understanding of industry trends and expectations.

GENERAL INSTRUCTIONS FOR STUDENTS

- **Registration is Mandatory:** All students interested in placement opportunities must register with the Placement Cell before the specified deadline.
- **Eligibility Compliance:** Ensure you meet the eligibility criteria for each company you apply to. Misrepresentation of information will lead to disqualification.
- **Timely Communication:** Check your emails and official communication channels regularly for updates, schedules, and announcements.
- **Resume Accuracy:** Submit a well-formatted and updated resume in the prescribed format. Falsifying information on your resume will lead to strict action.
- **Punctuality:** Arrive on time for all pre-placement talks, aptitude tests, group discussions, and interviews. Late arrivals will not be accommodated.

PLACEMENT COMMITTEE - 2024-25

S.No	NAME	DESIGNATION	DESIGNATION IN COMMITTEE
1	Dr. V Sai Prasanth	Principal	Chairman
2	Mr. M V Karthik	Placement Officer	Convener
3	Dr. Yasodha K	Associate Professor	Faculty Coordinator
4	Mr. N Theophilus	MBA Final Year Student	Student Member
5	Mr. M Karthik	MCA Final Year Student	Student Member
6	Mr. Mahanth	MBA First Year Student	Student Member
7	Mr. D Ganesh	MCA First Year Student	Student Member



Certificate of Registration

(Quality Management System)

KVQA CERTIFICATION SERVICES PVT. LTD.

This is to certify that the Quality Management System of



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Affiliated to Andhra University)

**P.M.PALEM, MADHURAWADA,
VISAKHAPATNAM - 530 041, A.P, INDIA.**

Has been found in accordance with Quality Management System standard

ISO 9001:2015

This certificate is valid for the following product or service range

Providing Educational Services leading to the Award of Bachelor of Business Administration (B.B.A), Master of Business Administration (M.B.A) and Master of Computer Applications (M.C.A).

1st Surveillance Due On: 17/09/2023: Done On:
2nd Surveillance Due On: 17/09/2024: Done On:

Certificate No: **KDACQ202210052**

Date Of Issue: 17, October, 2022
Valid Until: 16, October, 2025*

Issued by 
Authorised signatory KVQA

To Check the Status of the Certification kindly log on to www.kvqa.in
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*Subject to successful completion of surveillance audits





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Law College Jn, PM Palem, Visakhapatnam



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